

# THE SCIENCE BEHIND NEW DIRECTION

Our programs utilize a Ketogenic “Very Low Calorie Diet” (VLCD). The “keto” diet has gained popularity in recent years, but the science is time tested.

## How Ketosis Works?

1. Ketosis is a natural metabolic state in which your body adapts to burning fat rather than carbohydrates as its primary fuel.
2. Our body enters ketosis when carbohydrate intake is reduced to levels requiring your body to produce more ketones in order to maintain your body's energy.
3. Together, our meal replacements and ketosis allow you to burn fat stores for fuel, helping you lose weight quickly and safely without increasing your hunger.

## Meal Replacements

Over the counter meal replacement bars are designed to replace a single meal or supplement your diet. The Hernried Center meal replacements were developed in laboratories and are scientifically proven to meet 100% of your nutritional requirements.

Our meal replacements consist of shakes, bars, puddings and soups and are scientifically designed to help your body transition into its prime weight loss zone - *without hunger!* While you're in the weight loss phase you'll be consuming anywhere from 600-1000 calories per day.

## Community Education & Support

It's rare that someone comes to see us who hasn't tried to lose weight before. They may have been successful temporarily but have regained the weight and lost hope. Successful weight management is *never* just one thing. This is why we've developed our program to address the many different psychological and physiological aspects of your health journey.

Our New Direction programs also includes:

- Weekly small group classes
- Pharmacotherapy
- Metabolic testing
- Body composition analysis
- Specialized genomic testing
- Post-weight loss support

